

## ABSTRACT OF THE DISCLOSURE

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With the conventional technique, pixels displays different levels of grayscale resulting from irregularity of a relation in terms of position among selected sub-fields, when the same level of grayscale should be displayed. A pixel driving method according to the present invention includes: a selecting step of sequentially selecting, according to grayscale data, a plurality of first sub-field periods continuous with respect to one another and a plurality of second sub-field periods continuous with respect to one another and following consecutively the plurality of first sub-field periods in a direction moving away from a boundary of the plurality of first sub-field periods and the plurality of second sub-field periods, which is given as the origin; and a driving step of switching ON pixels during the selected sub-field periods.

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